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Speaking Engagement at Eastern Kentucky University (2015)

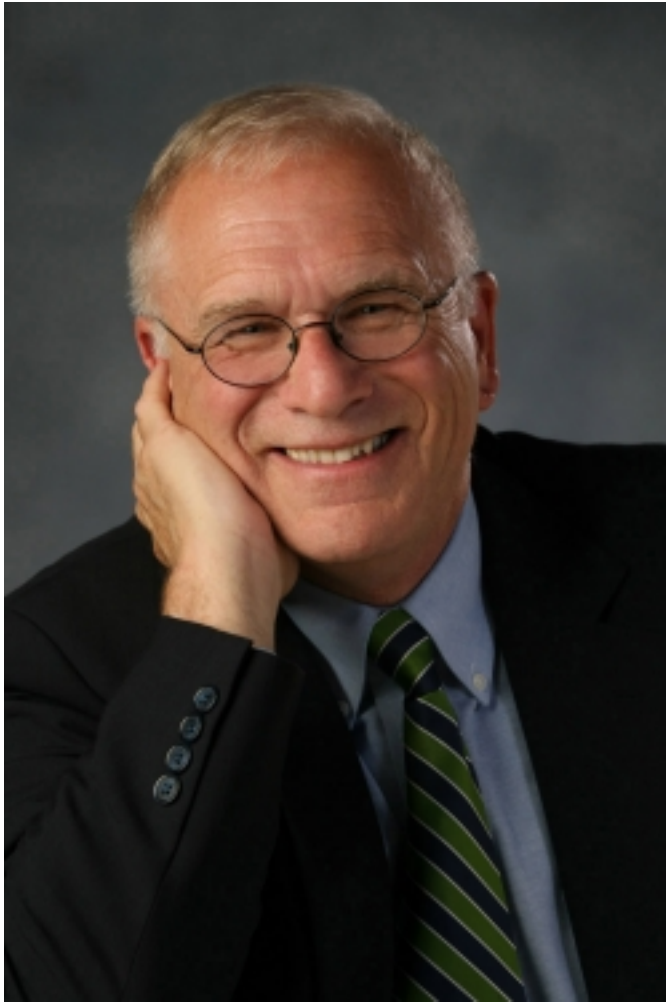
This archival item documents Dr. Gene W. Poor's participation as a featured speaker at Eastern Kentucky University's 2015 Business & Technology Convocation. Known nationally for his pioneering work in animatronics, creativity, and entrepreneurship, Poor delivered presentations at universities and conferences across the country, sharing insights drawn from decades of innovation and instructional leadership.

The materials included here consist of a convocation announcement excerpt, a photographic image related to the event, and a scanned label from the ECU Television recording of Poor's presentation. While a DVD of the event exists, no publicly accessible streaming version has been located.

Digitized and preserved for educational and historical reference by Dr. Gene W. Poor, November 2025.

Photo, announcement, and recording documentation of Dr. Gene W. Poor's speaking engagement at Eastern Kentucky University.

Poor to Speak at Business & Technology Spring Convocation



EKU's College of Business and Technology is pleased to announce Dr. Gene Poor as its Spring 2015 Convocation keynote speaker. Poor will bring remarks to the morning ceremony on Friday, May 15.

Dr. Gene Poor's career has been a combination of university teaching, administration, research, and program development coupled with intense entrepreneurial innovation, product creation, and training/consultation within the private sector. He is part technologist, part artist, part educator, and part entrepreneur with a common denominator of creativity and innovation. He is extremely enthusiastic and passionate about what he does and how he attacks life in general.

Poor is currently the Scott Hamilton Endowed Professor of Entrepreneurship in the College of Business Administration at Bowling Green State University. He also received the College, University, and a National Award for undergraduate advising. He is Professor Emeritus in the College of Technology at BGSU where he conceived and launched the Visual Communication Technology (VCT) program in the early 1970's. This truly unique interdisciplinary major grew

into the College of Technologies benchmark program with over 500 majors. Thousands of students have graduated from this program and work throughout the world in education, business, industry and entertainment sectors.

Poor has written numerous articles and authored/co-authored eight books on technology, business, and creativity/innovation. He has made hundreds of presentations throughout the United States as well as in Europe and in the Middle East and consults with Fortune 100 and 500 companies including 3M, Honeywell, Marathon Oil, Owens Corning, IBM, Sherwin Williams, and Kellogg.

In the private sector, Poor's entrepreneurial activities have been as diverse as the VCT program that he created for the College of Technology. He has been involved in numerous entrepreneurial start-ups over a 30-year period that include designing and building media control systems, restaurant design and fabrication, residential and commercial construction, train-the-trainer instruction, creativity/innovation consulting, display and exhibit design, interactive game development, simulation creation, themed attraction design, and all forms of media design and production. His entrepreneurial activities have generated well over 100 million dollars in products and services. He recently won the Northwest Ohio Entrepreneur Award from Ernst and Young, was inducted into the Toledo Entrepreneur Hall of Fame and most recently, BGSU's College of Business Administration's Entrepreneurship Hall of Fame.

His most exciting collaborative activity involved synthesizing his various entrepreneurial activities into an ongoing three-dimensional animatronics company called LifeFormations (LifeFormations.com). The company was incorporated in 1991 and has evolved into an employee-owned organization that is the preeminent manufacturer of static and animated characters for theme parks, museums, tradeshow, and retail operations. Employees not only conceptualize, design and fabricate the animatronic characters, but they also produce the award-winning marketing media for the company. Millions have experienced and enjoyed LifeFormations' products at such venues as The Walt Disney Company, Universal Studios, and the Abraham Lincoln Presidential Library and Museum.

**EKU Spring 2015
College of Business &
Technology Convocation**

EKU

**DVD
VIDEO**

**Friday, May 15, 2015
Center for the Arts
11 a.m.**



SPRING
Convocation
2015

EASTERN KENTUCKY UNIVERSITY
COLLEGE OF BUSINESS AND TECHNOLOGY

**FRIDAY, MAY 15, 2015
EKU CENTER FOR THE ARTS**